



Kruger Optical

Contact: Walter Seace, Sales and Marketing Manager, Kruger Optical, Inc.
(909) 468-5688; walters@krugeroptical.com

FOR IMMEDIATE RELEASE:

Kruger Optical announces rugged Backcountry™ optics line

Binoculars, spotters engineered to provide high-value features at mid-range price

March 4, 2011—Kruger Optical announces the introduction of its Backcountry™ optics line, which will be available soon through online and sporting goods retailers.

Kruger's team of engineers designed the Backcountry series to bring premium optics to mainstream consumers. Kruger's products combine the high-performance optics, elegant design and rugged construction often found in luxury optics brands. However, the Backcountry products are offered at a more affordable, mid-range price.

“Over and over again, we've heard from customers who want to own an exceptional spotter or binocular, but they just can't see spending \$1,000 or more for it, especially in these tough times,” said Kruger Optical President Mark Thomas.

“Responding to this interest, we've engineered a line of products with many of the features found in high-end European optics, but kept the retail price well under \$350,” Thomas continued. “We wanted to provide users with an option they could really feel good about.”

The collection includes Backcountry roof binoculars, available in 8x42, 10x42 and 10x50 models; Backcountry compact roof binoculars, available in 8x32 and 10x32 models; and Backcountry pocket roof binoculars, available in 8x25 and 10x25 models.

All Backcountry binoculars feature ultra-bright, fully broadband coated lenses and phase-coated BAK-4 prisms for superb image clarity. All models have close focus around 1 meter, long eye relief, twist-up eyecups and COOLNECK™ breathable neck straps. With rugged metal body constructions and textured rubber armor coating, binoculars are built to withstand the harshest conditions. All binoculars are waterproof and fogproof; they are o-ring sealed and nitrogen processed for outstanding performance in any environment.

Kruger also offers a collection of Backcountry spotting scopes. Straight and angled designs are available, each in 15-45x60 and 20-60x80 models.

251 W. Barclay Drive, Suite C, PO Box 532, Sisters, OR 97759
Phone: 541-549-0770; Fax 541-549-0769, E-mail info@krugeroptical.com



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All spotters are built with ultra-bright, fully broadband coated lenses and phase-coated BAK-4 prisms for superb image clarity. All models have close focus around 3 meters with an internal prismatic focus system. Other features include excellent eye relief, twist-up eyecup, integrated sunshade and lens cover, and a protective carrying case.

O-ring sealed and nitrogen processed, all spotters are waterproof and fogproof for outstanding performance in the harshest environments.

Further information about the Backcountry series and other Kruger products is available from Walter Seace, Kruger Optical sales and marketing manager, at (909) 468-5688, or by email at walters@krugeroptical.com.

About Kruger Optical

Kruger Optical, Inc. is a full-service provider of quality sports optics. Headquartered in Sisters, Oregon, and Walnut, California, the company has been providing binoculars, riflescopes, spotting scopes and other optics products, as well as optical engineering services, since 1998. With nearly 150 years of combined experience in optical product development and marketing, Kruger Optical's talented and dedicated staff is committed to developing innovative, high performance products for the discerning customer. To learn more, please visit our website at <http://www.krugeroptical.com>.

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